

Marketing tips for 2025 with Easton Reynolds

- **Speaker Introduction:**

- Guest speaker: Easton Reynolds, founder of "The Art of Six Figures."
- Discussed his background and expertise in Facebook marketing for photographers since 2018.
- Shared personal success stories of using his program, citing high ROI and session bookings.

- **Marketing Philosophy:**

- Marketing is about making people aware of your existence.
- Methods: social media, ads, SEO, PR, and community-driven efforts.
- Critical to know your ideal client and target them effectively.

- **Ad Strategies:**

- Facebook and Google ads remain essential but require constant updates to keep up with changes.
- Ideal ad spend: 6–9% of revenue for maintenance, 20% for scaling.

- **Building Engagement in Groups:**

- Avoid overloading with generic content like memes or purchased packs.
- Prioritize:
 - Live client interviews about their experiences.
 - Behind-the-scenes live streams during sessions.
 - Vulnerable, relatable content from the business owner.

- **Networking & Collaboration:**

- Collaborate with local businesses (salons, boutiques, etc.) for cross-promotions and giveaways.
- Leverage group events and co-marketing opportunities to expand reach.
- Gift card strategy: Provide to local business owners to reward their top clients.

- **Giveaway Campaigns:**

- Structured giveaways are highly effective for lead generation.
- It is important to have a robust backend follow-up system.
- Average bookings range between 15–25 clients, generating \$60–80K in revenue.

- **Handling Changes in the Industry:**

- Acknowledged challenges with ad targeting and Facebook’s evolving algorithms.
- Emphasized resilience and adaptability.
- Encouraged investment in both short-term (ads, giveaways) and long-term (SEO, community) strategies.

- **Insights on Economic and Industry Trends:**

- Highlighted economic shifts and client behavior changes post-COVID.
- Optimistic about Boudoir photography's resilience despite societal or industry shifts.
- Stressed the value of targeting the 40–60 age demographic for sustainable business growth.

- **Tips for Business Growth:**

- Reinforce the importance of reinvesting in the business during the early stages.
- Focus on quality, unique content rather than generic marketing tactics.
- Build relationships with clients and community members through personal outreach and care.

- **Easton’s Programs:**

- **Giveaway Program:**
 - Eight-week coaching to set up a system for running successful giveaways.
 - Includes templates for funnels, email campaigns, and blogs.
 - Costs \$3,500 (discounted for group members), with a money-back guarantee.

- **Elite Program:**
 - Monthly retainer for ongoing ad management and coaching.
 - Focus on scaling and financial planning with expert guidance.
 - Costs \$1,500/month.

- **Closing Remarks:**
 - To schedule a 15min call with Easton.
<https://calendly.com/artofsixfigures/15-min-zoom-meeting>